

CONNECTED18

Broward College

Case Study





Jeanette Magee

Business Relationship Manager,
Information Technology



Willy Soto

Dean, Student Services



Broward College

Large Community College in Ft. Lauderdale, FL



- ▶ # of Students: 68,000
- ▶ # of Campuses: 6
- ▶ % Part-Time: 76%
- ▶ % First Generation: 48%
- ▶ % Pell Recipients: 68%

- ▶ EAB Member Since: July 2016
- ▶ Onboarding Module Launched: March 2017
- ▶ Strategic Care Launched: September 2017
- ▶ Appointment Scheduling Launched: April 2018

▶ Background and Challenges

- BC has more than 75 advisors spread across six campuses.
- Despite transitioning to a centralized advising model and assigning advisors to specific pathways, BC was still experiencing challenges with its advising process.
- Inefficient case management and manual data tracking absorbed a great deal of advisors' time, and students continued to make appointments with non-assigned advisors.
- BC was particularly concerned about its First Time In College (FTIC) students, as this population is tied to critical state funding.

▶ Solutions



Comprehensive Advisor Training and Advising Scorecard

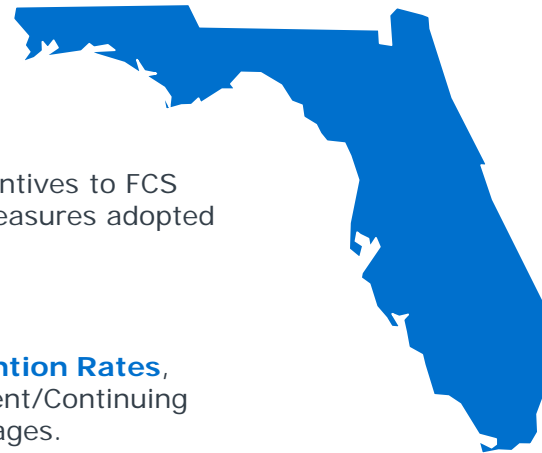


Targeted Appointment Campaigns for FTIC Students

Florida's Performance-Based Funding Model



Informs Broward's Strategic Goals and Navigate Initiatives



The law awards performance-based incentives to FCS institutions using performance-based measures adopted by the State Board of Education.



The success measures include (1) **Retention Rates**, (2) **Completion Rates**, (3) Job Placement/Continuing Education Rates, and (4) Entry-Level Wages.



Retention and completion rates are calculated using a cohort of **FTIC students**, and completion rates are calculated for **150% and 200% of expected time to graduation**.

Student Promotion Leads to Widespread Adoption



Adoption Climbs Even Faster After Appointment Scheduling Is Introduced

Key Promotion Activities

- ✓ **New-Student Welcome Email**
Asks students to log in to Navigate to keep track of all enrollment steps
- ✓ **New-Student Orientation**
Required for all new students; students asked to complete Intake Survey during orientation
- ✓ **First-Year Experience Seminars**
Optional for new students; Navigate incorporated into skill-building curriculum
- ✓ **Advising Website**
Navigate instructions and advisor assignments added to the student-facing website
- ✓ **Appointment Scheduling**
Replaced old appointment method in student portal with a direct link to Navigate

44K

Number of students who logged in to Navigate from March 2017 to August 2018



54%

Are repeat Navigate users



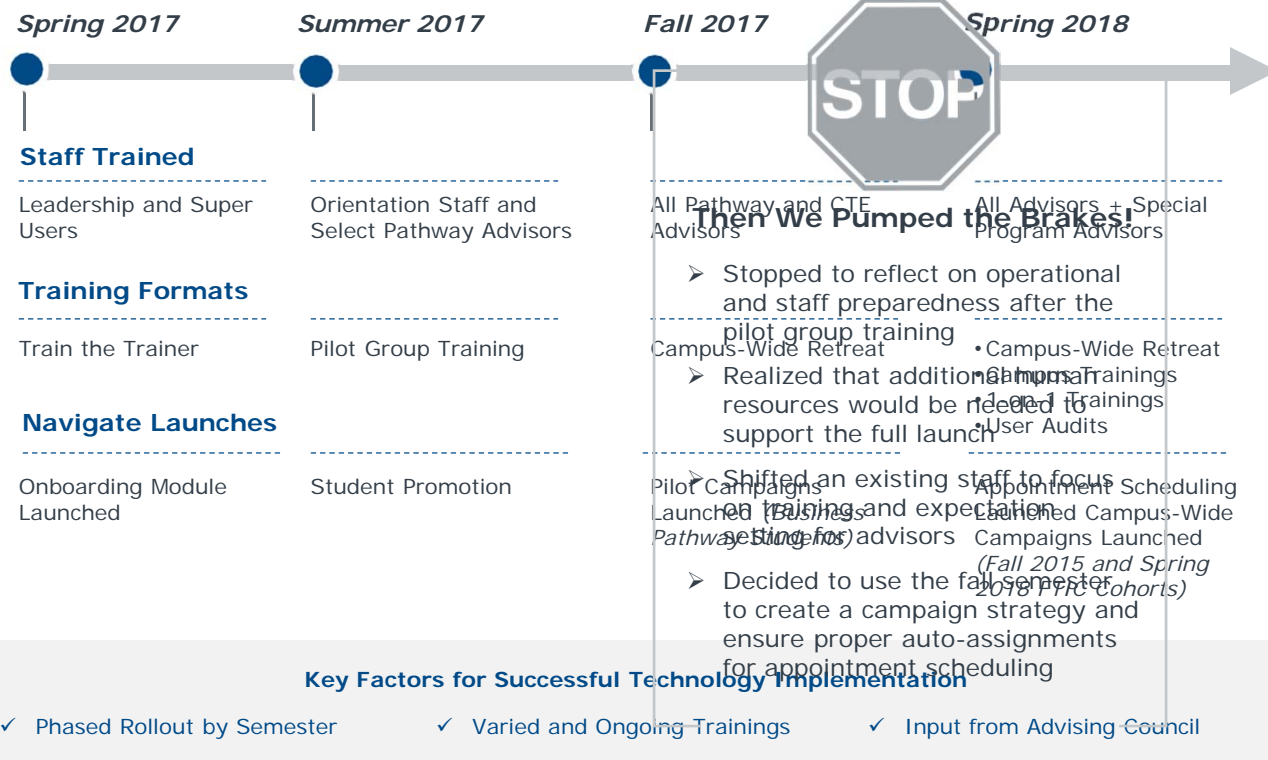
42%

Completed the Major Explorer

Navigate Rollout: Strategy and Lessons Learned



Phased Approach Ensures 75+ Advisors Can Adopt Navigate Successfully



College-Wide Retreats Drive Culture Change



Agendas Are Designed to Be Interactive and Engaging



Peer-to-Peer Learning

Advisors give short presentations to share their lessons learned and best practices



Kudos for Top Performers

Advisors across the college are recognized in front of their peers for outstanding performance



Scenario-Based Learning

Created scenarios that helped advisors practice integrating Navigate into student conversations

All-day retreats provide dedicated time away from day to day responsibilities, allowing advisors to learn new concepts and engage in hands-on practice

Key Topics Covered

- Navigate Functionality
- Navigate Integration
- Appreciative Advising
- Caseload Management
- Data Integrity

Advising Scorecard Drives Accountability



Data Is Aggregated and Progress Is Reviewed Weekly by Leadership

Weekly Advising Scorecard

Examples from Spring 2018 Scorecard

Populations Tracked

- FTIC Cohorts
- 75% Completers
- DFW Students

Metrics Used

- # Appointments
- # Walk-ins
- # No-shows
- # Rescheduled

Data Viewed By

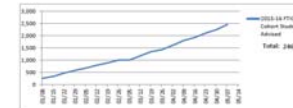
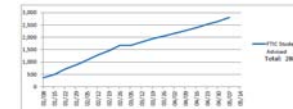
- Advisor
- Campus
- Collegewide

Weekly Leadership Dashboard

Examples from Spring 2018 Dashboard

Succeed Goal: Increase from 64% to 68%, Spring 2018 FTIC Cohort who meet with an advisor to support their career exploration and entry into a pathway

Soar Goal: Increase from 15% to 17% of FTIC full-time 2014-15 cohort who graduate by May 2018



Utilizing a weekly scorecard increases advisor accountability and creates a sense of urgency to learn the platform and maintain accurate records

Navigate Transforms the Advising Scorecard



Manual Scorecards Were Effective but Not Efficient

Pre-Navigate Scorecard

Advisors utilize color-coded calendars to manually calculate appointment data. Associate deans then aggregate data for the weekly scorecard.

73 staff pulling data for scorecard

37 staff hours per week to compile scorecard



Process



Staffing



Hours

Post-Navigate Scorecard

Associate deans utilize automated advising reports from Navigate to populate data for the weekly scorecard.

5 staff pulling data for scorecard

3 staff hours per week to compile scorecard

34 Advising Hours Saved Each Week



What Else Could Advisors Be Doing with That Time?



34 Hours
of Scorecard
Creation Saved

=

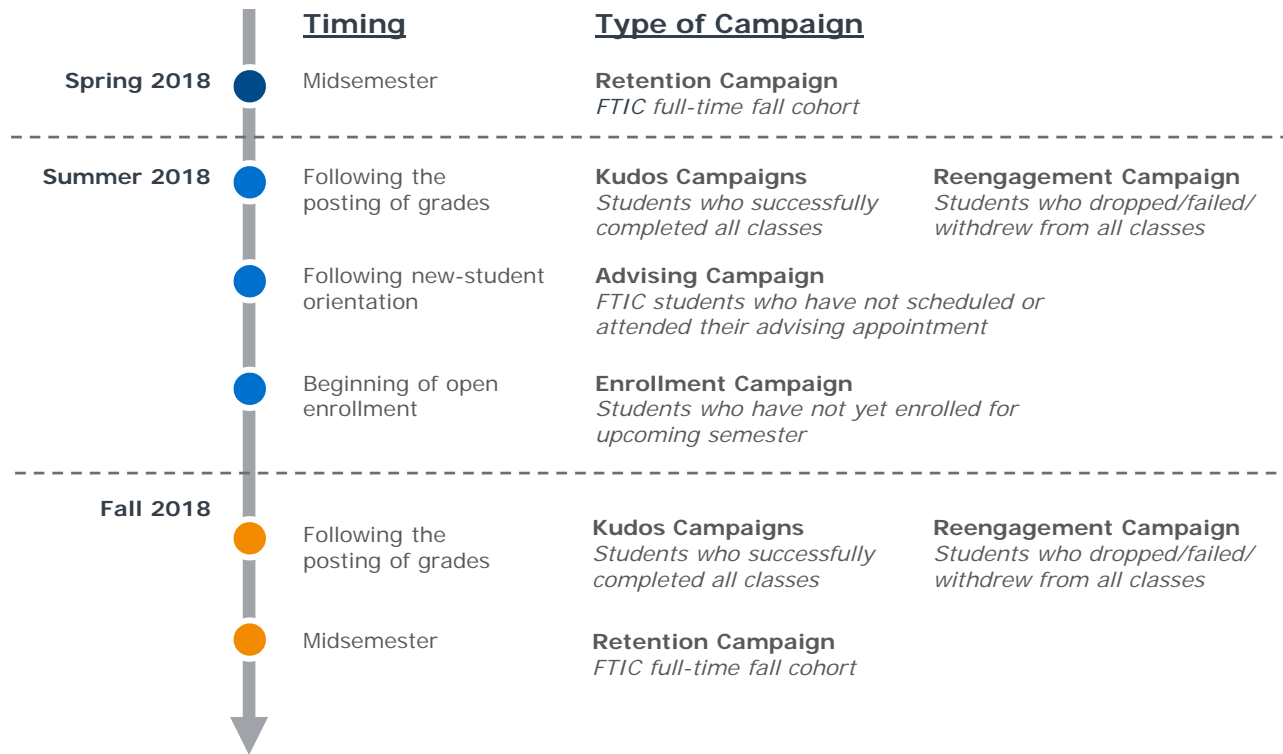


68 Additional Advising Appointments/Week

2018 Campaign Calendar



Standard Calendar Creates Alignment Between Advisors and Campuses



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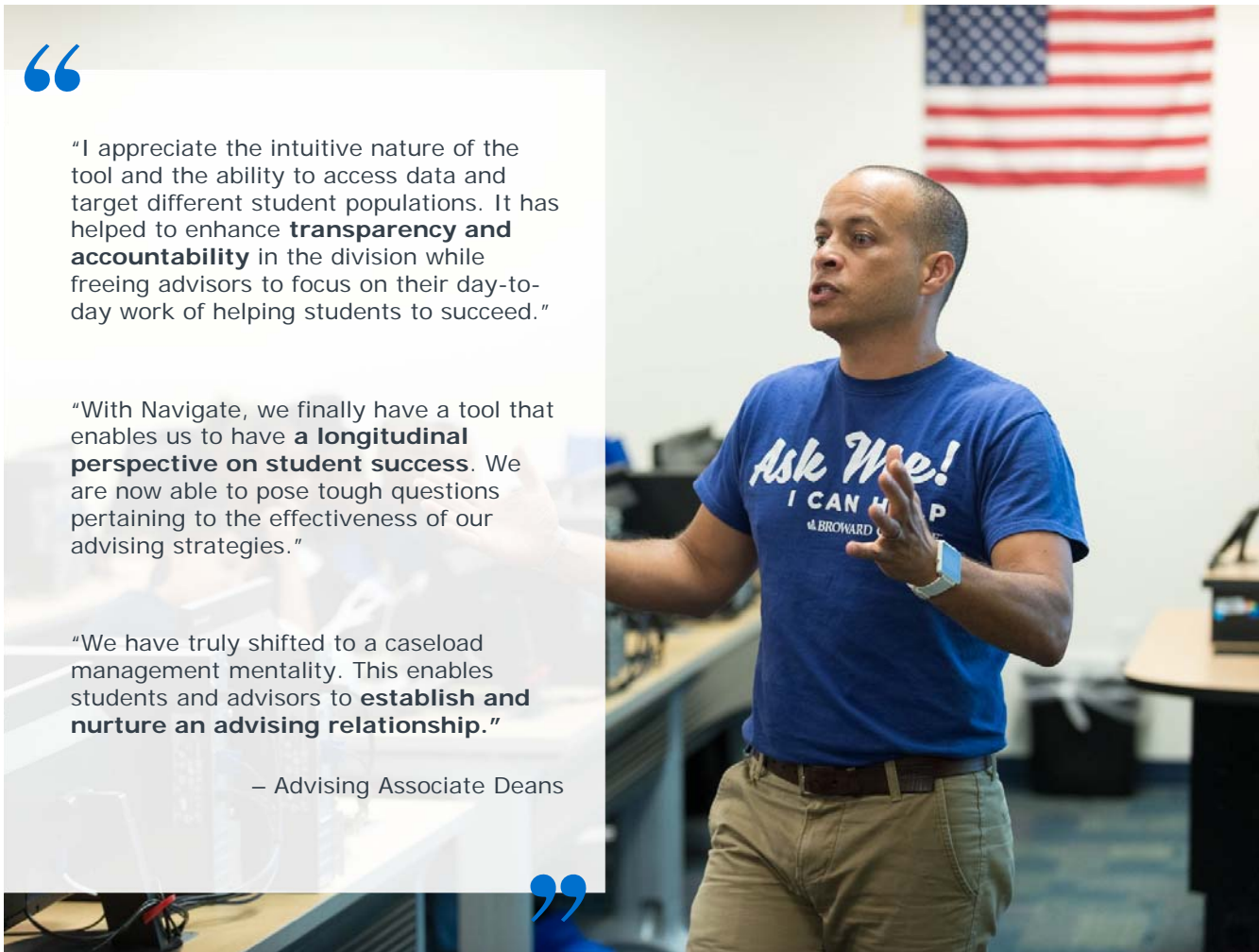
“I appreciate the intuitive nature of the tool and the ability to access data and target different student populations. It has helped to enhance **transparency and accountability** in the division while freeing advisors to focus on their day-to-day work of helping students to succeed.”

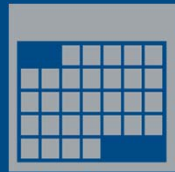
“With Navigate, we finally have a tool that enables us to have a **longitudinal perspective on student success**. We are now able to pose tough questions pertaining to the effectiveness of our advising strategies.”

“We have truly shifted to a caseload management mentality. This enables students and advisors to **establish and nurture an advising relationship**.”

– Advising Associate Deans

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107K

Appointments Created
Sept 2017 – September 2018

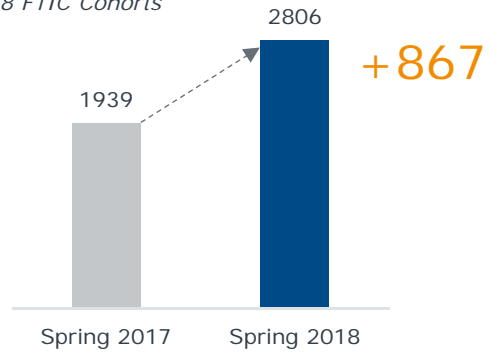


92K

Advising Reports Filed
Sept 2017 – September 2018

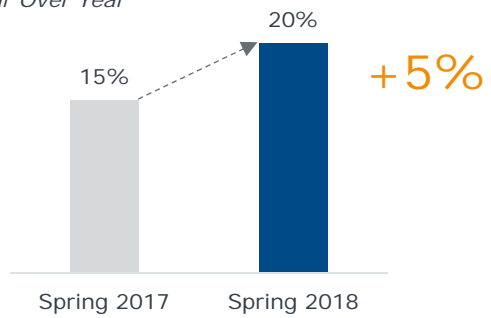
FTIC Advising Appointments

Spring 2017 vs Spring
2018 FTIC Cohorts



FTIC Completion Rate

Fall 2014 FTIC Cohort
Year Over Year





Looking to the Future

Strategic Advising Goals Supported by Navigate

- Students will be able to **identify the correct courses** to register for in sequence based on their program map in BC Navigate.
- Students will use BC Navigate to **create an individualized academic plan** based on their identified career goal and program.
- Students will use BC Navigate to **register for courses according to their program maps** in a timely manner.
- Upon completion of the New-Student Orientation, students will **schedule their mandatory first-term advising appointment**.



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